

Message Text

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17

ACTION EA-10

INFO OCT-01 ISO-00 EB-07 RSC-01 /019 W

----- 073797

R 160841Z DEC 74

FM AMEMBASSY MANILA

TO USDA/FAS/WASHDC

INFO SECSTATE WASHDC 9157

UNCLAS MANILA 14754

FOR EXPORT TRADE SERVICES DIV/FAS

SUBJECT: COUNTRY PROJECT STATEMENTS, FY 1975

REF: YOUR AIRCOMM, NOVEMBER 5, 1974

TOFAS 138.

1. THE EMBASSY HAS JUST SUBMITTED A-418, SUPPLEMENTARY MARKET DATA: HOTEL & RESTAURANT EQUIPMENT INDUSTRY IN THE PHILIPPINES.

2. SUMMARY OF TOURISM AND ACCOMMODATIONS, DRAWN FROM REF., FOLLOWS:

| | TOURIST RECEIPTS ----- | NO. OF TOURISTS ----- |
|------------------|---------------------------|--------------------------|
| | MILLION DOLLARS | |
| 1972 | 38.2 | 160,431 |
| 1973 | 67.8 | 242,811 |
| 1974 (EST.) | 111.0 | 380 - 400,000 |
| (JAN-NOV ACTUAL) | | (362,576) |

PROJECTED

| | | |
|------|---|-----------------|
| 1975 | - | 532 - 560,000 |
| 1976 | - | 726 - 765,000 |
| 1977 | - | 950 - 1,000,000 |

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3. HOTEL FACILITIES (GREATER MANILA AREA)

| NUMBER | CURRENT | ADDL. ROOMS | TOTAL |
|-------------------|-----------|-------------|--------|
| ESTABLISHMENTS | NO. ROOMS | (1975-76) | |
| ----- | ----- | ----- | ----- |
| CURRENT 121 | 8,350 | 713 | 9,063 |
| PROPOSED | | | |
| (1974-77) 46 | - | 7,326 | 7,326 |
| --- | ----- | ----- | ----- |
| TOTAL BY 1977 167 | 8,350 | 8,039 | 16,389 |

4. EXPORT TRADE SERVICES DIVISION SHOULD OBTAIN COPY OF REF AIRGRAM.

5. IN VIEW OF PROJECTED EXPANSION, AGATTACHE BELIEVES IT MAY BE TIME TO CONSIDER A PRODUCT IDENTIFICATION STUDY CENTERED AROUND HOTEL AND RESTAURANT TRADE.

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Message Attributes

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